



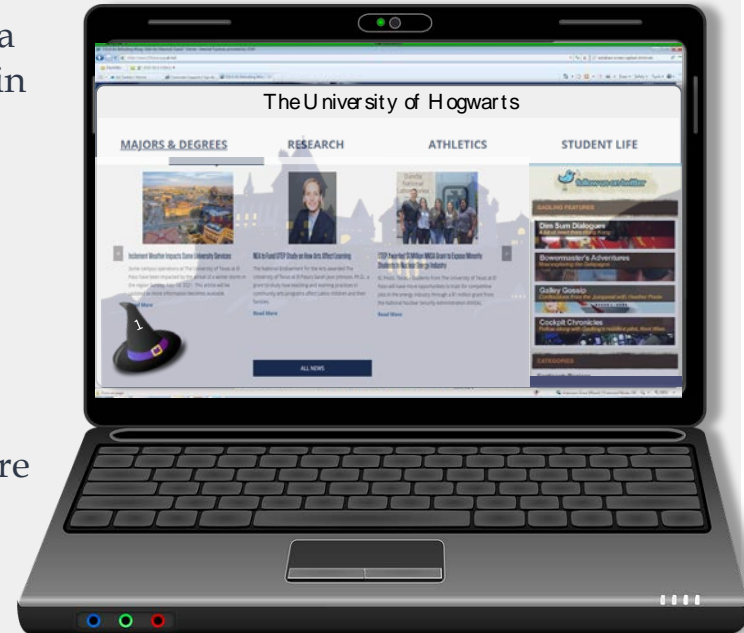
The University of Hogwarts

Connecting magic to the world!

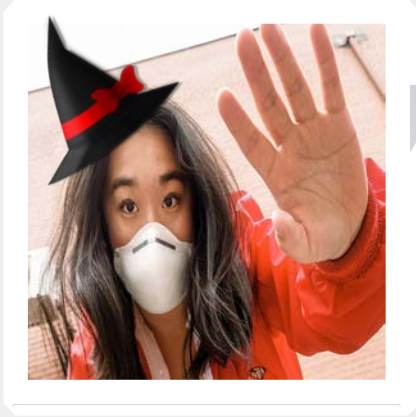


Virtual Scavenger Hunt: Outline

- ❖ To promote virtual interaction with students, The University of Hogwarts (UOH) will conduct a **Virtual Scavenger Hunt** on the university's website (www.UOH.edu) through the first week of school for the annual "Welcome Back Week" (7 Days)
- ❖ Within the website, students will look for the school mascot, a witches hat, with a clue number on it. There will be SIX hats in total to locate, one each within these website pages:
 1. **UOH Homepage**
 2. **Financial Aid**
 3. **University Career Center**
 4. **Student Leadership & Engagement**
 5. **Events**
 6. **Athletics**
- ❖ Each witches hat will be hyperlinked to a [Flipgrid](#) video where a selected student employees from that department will welcome the students, explain the webpage and its benefits and give them a **MAGIC CLUE WORD!**



Sample Student Video Script: 2 Minutes MAX.



Hello!

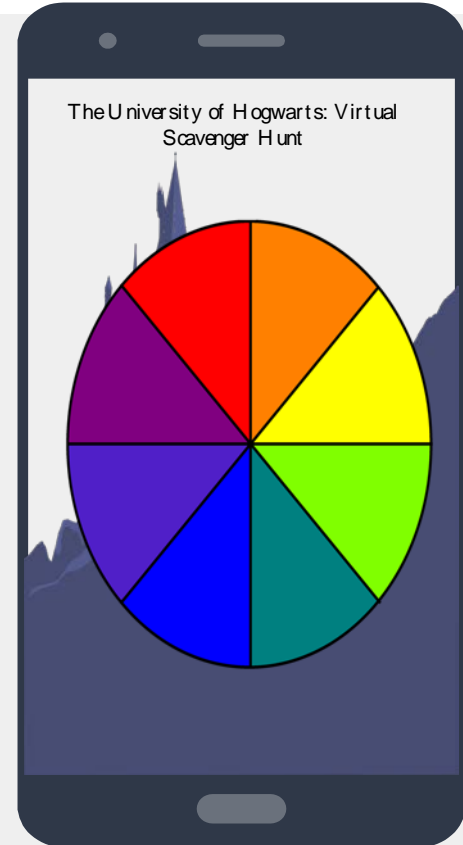
Welcome back wizards and witches!

You have found clue number _____. My name is _____ and I'm going to give you some facts about the _____ page. (Add facts). I recommend starting at _____. Your magic clue word is _____. Keep track, good luck and **WANDS UP!**

The goal of having peer videos is to have a relatable face that students can identify when back on campus as someone who can assist them.

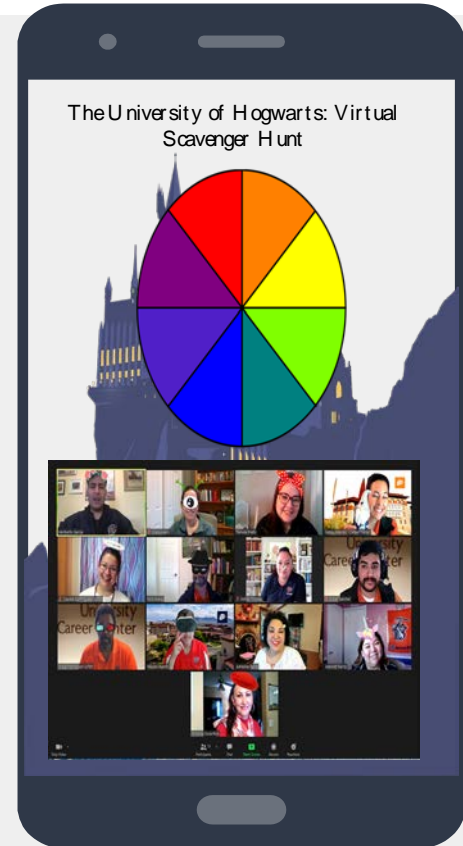
Virtual Scavenger Hunt: Outline cont.

- ❖ Once they have watched all SIX witches hats and collected the MAGICAL CLUE WORDS, they will send the complete phrase (**UOH students always create magical opportunities**) to engagement@uoh.edu
- ❖ Students will be entered into a [virtual prize wheel](#) to win one out of ten prizes. The first 30 students who complete the message will be entered into the wheel TWICE
- ❖ Students will receive an email after entry with:
 - An RSVP Zoom link to join the Live Spin that will happen on the 7th day (must be present to win) where they will interact with other students and are encouraged to network
 - A picture release contract for social media promotion



Virtual Scavenger Hunt: Outline cont.

- ❖ Outline for the 7th day Live Zoom Spin (1 Hour):
 - Students will share 1 thing they learned new about the university from their scavenger hunt (15 minutes)
 - Breakout rooms for activities with a guided leader (20 minutes)
 - Whole group discussion on what it means to be a UOH student (15 minutes)
 - Spin for prizes (10 minutes)



Virtual Scavenger Hunt: Outline cont.

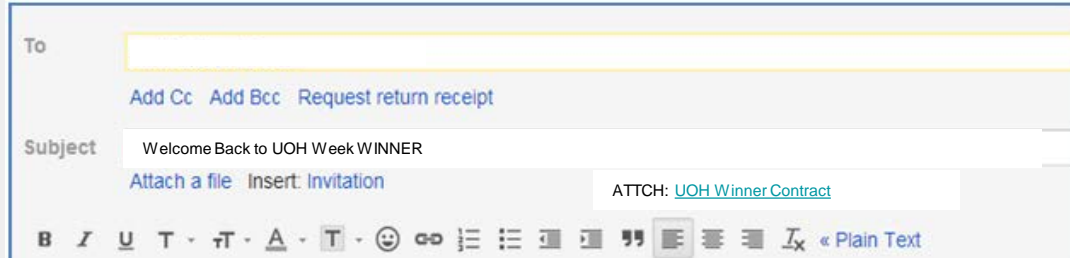
❖ Administrative needs:

- Investigate what prizes would best support students during remote times or for their appeal as a student
- Create promotional materials for the website, social media and emails that are sent out weekly to students
- Create a spreadsheet to keep track of submissions:
 - Check to see that the student is an active student
 - Keep track of classification, college and degree
 - Track students ID and email for a follow up survey
 - Keep track if their names were added to the wheel
- Zoom Live session:
 - Prepare the Zoom meeting ahead of time
 - Find leaders for the breakout rooms
 - Create an engaging, ice breaker activity for breakout rooms
 - Schedule a meeting with selected leaders to ensure understanding and expectations



AFTER Event: Email Template for Winners

The 10 winners will receive an email with the following template:



Hello _____,

CONGRATULATIONS! Thank you for participating in our Welcome Back Week Scavenger Hunt. You have won the _____!
For collection of your prize, please make plans for pick it up at _____ on _____, ___/___ at from 1 – 2 PM for a contactless delivery.

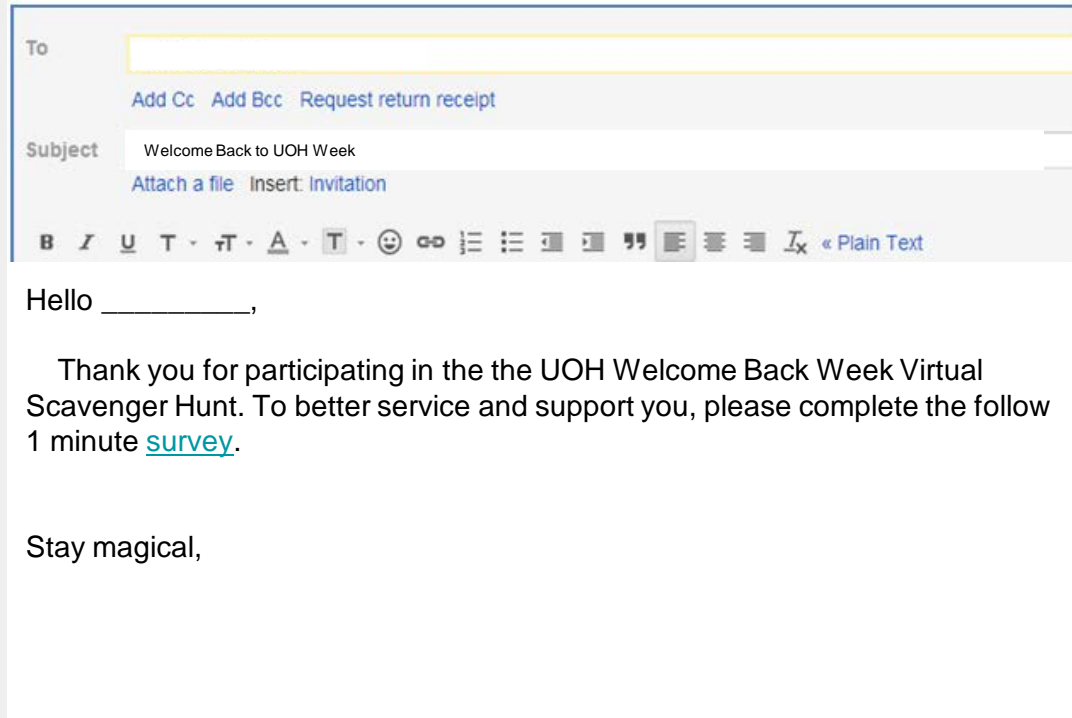
Please provide a valid school ID and your cellphone number to contact you in case of an emergency.

***In order to maintain fairness, be aware that for the remainder of the 2020 – 2021 school year, you will not be able to win again until next school year. However, please participate and promote upcoming contests to your fellow Miners. Our mission is to ensure that all students are professionally prepared for their careers!

Attached is a contract that I will have you sign upon pick-up. Please let me know if you have any questions.

Once again, thank you for participating and congratulations!

AFTER Event: Email Template for All Participants



The image shows a screenshot of an email composition window. The 'To' field is empty with a yellow border. Below it are links for 'Add Cc', 'Add Bcc', and 'Request return receipt'. The 'Subject' field contains the text 'Welcome Back to UOH Week'. Below the subject field are links for 'Attach a file' and 'Insert: Invitation'. A rich text toolbar is visible with icons for bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, quote, insert link, and a 'Plain Text' option. The email body contains the following text:

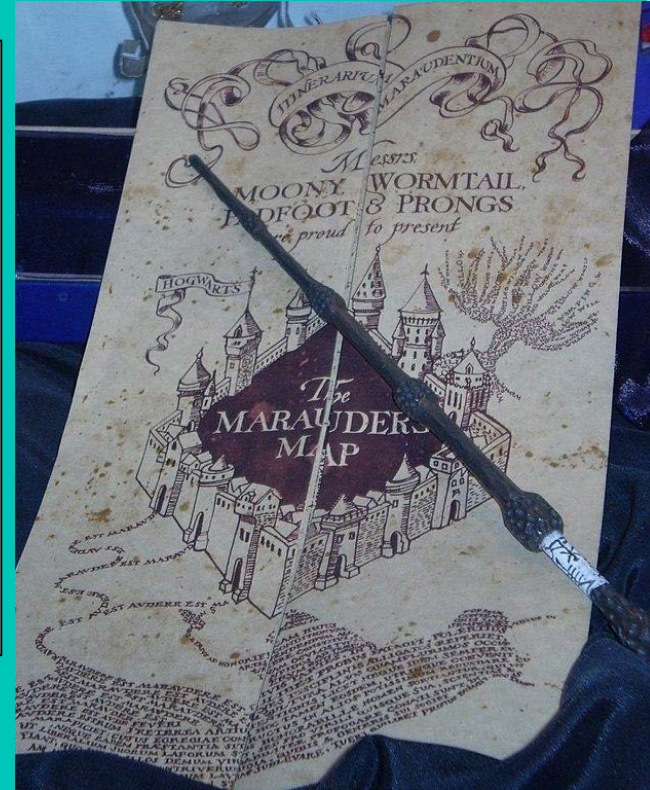
Hello _____,

Thank you for participating in the the UOH Welcome Back Week Virtual Scavenger Hunt. To better service and support you, please complete the follow 1 minute [survey](#).

Stay magical,

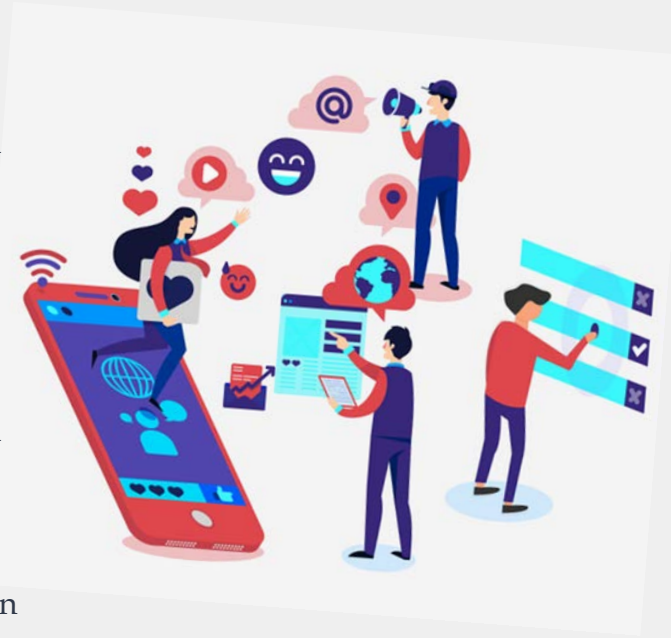
Social Media Promotion

Every day of the week on all social media platforms (Instagram, Twitter, Facebook and LinkedIn), students will be given a hint in the form of a map as to where the other witches hats are!

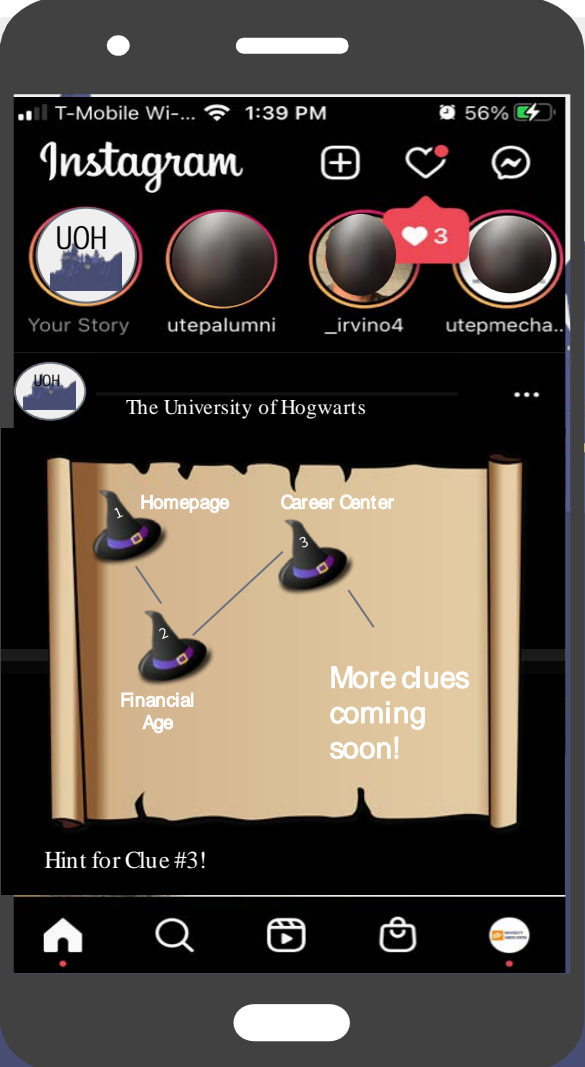


Promotion outline:

- **Day 1:** Send bulletin to students with clue number 1 to the department they need to find the witches hat; add to social media platforms
- **Day 2:** Send text to students with clue number 2 and link; add to all social media platforms
- **Day 3:** Send email with clue number 3; add to all social media platforms
- **Day 4:** Send bulletin to students with clue number 4 to the department they need to find the witches hat; add to social media platforms
- **Day 5:** Send text to students with clue number 5 and link; add to all social media platforms
- **Day 6:** Send email with clue number 6; add to all social media platforms
- **Day 7:** Send email, bulletin, and text to provide zoom link and information for when winners will be announced. On social media, create content to remind students to submit responses



Promotion Sample:



Goals

The goal of the virtual scavenger hunt is to:

1. Create an opportunity for students to interact during the first week of school
2. Introduce new freshman to important website resources
3. Remind returning students of important website resources